

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
BICYCLE AND PEDESTRIAN COMMITTEE

Tuesday, December 16, 2014 at 12:00 p.m.
MAG Office Building, Ironwood Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Katherine Coles, Phoenix, Chair of Bicycle and Pedestrian Committee	Julius Diogenes for David Gue, Litchfield Park
Tracy Stevens, Avondale, Vice-Chair of Bicycle and Pedestrian Committee	* Ryan Wozniak, Maricopa
Michael Sanders, ADOT	Denise Lacey, Maricopa County
Raquel Schatz, Apache Junction	Jim Hash, Mesa
* Robert Wisener, Buckeye	Brandon Forrey, Peoria
# Stacy Bridge-Denzak, Carefree	# Sydney Rice for Brett Burningham, Queen Creek
* Ian Cordwell, Cave Creek	Amanda Leuker, Valley Metro
Jason Crampton, Chandler	Susan Conklu, Scottsdale
Jose Macias, El Mirage	Stephen Chang, Surprise
Kristin Myers, Gilbert	Robert Yabes for Eric Iwersen, Tempe
Purab Adabala, Glendale	* Robert Carmona, Wickenburg
Joe Schmitz, Goodyear	Grant Anderson, Youngtown

*Members neither present nor represented by proxy
#Attended via audio-conference

OTHERS PRESENT

Alex Oreschak, MAG	Christine Fanchi, Avondale
Alice Chen, MAG	Ashley Barinka, Mesa
Eileen Yazzie, MAG	Donna Lewandowski, ASU
Kelly Taft, MAG	Jeff Casklake, TBAG
Margaret Boone, MAG	Karen Vitkay, Alta Planning + Design
Nathan Pryor, MAG	Theresa Gunn, Gunn Communications
Kenneth Steel, Maricopa County Health	Russ Chandler, Catalyst Communication

1. Call to Order

Chair Katherine Coles called the meeting to order at 12:10 p.m.

2. Approval of the November 18, 2014 Meeting Minutes of the Bicycle and Pedestrian Committee

Susan Conklu noted that the fourth paragraph in Item 8 should say Jim Hash rather than Susan Conklu. Stephen Chang noted that he was marked absent in the November minutes, but he was actually in attendance at the meeting. Jim Hash moved to approve the meeting minutes of the Bicycle and

Pedestrian Committee for November 18, 2014 as amended. Jason Crampton seconded the motion. The motion passed unanimously.

3. Call to the Audience

An opportunity was provided to members of the public to address the MAG Bicycle and Pedestrian Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public were requested not to exceed a three minute time period for their comments. A total of 15 minutes was provided for the Call to the Audience agenda item, unless the Bicycle and the Pedestrian Committee requests an exception to this limit. Those wishing to comment on action agenda items were given an opportunity at the time the item was heard.

No members of the public requested to address the MAG Bicycle and Pedestrian Committee.

4. Staff and Member Agency Reports

Katherine Coles indicated that GRID bike share had their soft opening, and that the system is both functional and being used. Tracy Stevens reported that the City of Avondale has entered into a contract with Alta Planning + Design for a wayfinding program for the City, and is hoping that the Avondale project will integrate the findings of the MAG wayfinding project. Susan Conklu reported that the City of Scottsdale is working with Gavan Barker and JRC on a wayfinding system for the City, and that the final system will incorporate elements of the MAG wayfinding recommendations and eventually replace the existing standard green signs that are on Indian Bend Wash. Robert Yabes noted that the City of Tempe recently finalized their Tempe Transportation Plan, and that the City is expected to adopt a wayfinding program called BikeIT in January 2015.

Grant Anderson explained that the Town of Youngtown is experiencing challenges related to the Town's bike path project. The project had previously been moved from the Agua Fria River to a different location, but the Town has now discovered that the path cannot be built without straightening Peoria Avenue, which would add \$450,000 to the cost of the project. Youngtown is seeking additional funding, and is optimistic that MAG closeout funds will be available. Maureen DeCindis noted that the Youngtown project is important as it provides connections between isolated neighborhoods, senior facilities, and transit stops.

Maureen DeCindis noted that Tracy Stevens was stepping down from the Vice Chair position with the MAG Bicycle and Pedestrian Committee, and that MAG was actively requesting letters of interest for the vacant position. Maureen thanked Tracy for her service to the committee, and presented Tracy with a certificate recognizing her service. Eileen Yazzie informed the committee that Maureen DeCindis was retiring from MAG after 28 years working with MAG and Valley Metro. Eileen noted the great impact that Maureen has had on the region in her decades of service, and the positive difference that Maureen has made in her years working with the MAG Bicycle and Pedestrian Committee. Eileen presented Maureen with a certificate from the MAG Transportation Director and the MAG Bicycle and Pedestrian Committee Chair recognizing Maureen for her years of service, as well as with signed cards from the Committee members expressing their thanks and well wishes.

5. Valley Bike Month

Suzanne Day provided a handout from Valley Metro on Valley Bike Month and other items of interest, which was also emailed to committee members before the meeting. Suzanne noted that Valley Bike Month will take place in April 2015, and that the calendar is filling up. Suzanne explained that an event in the City of Avondale has been recently added to the calendar, and that there were still openings in the calendar for events on April 18 and 19. Susan Conklu noted that the City of Scottsdale was planning to do two events, and may move one to April 18 or 19 to work around existing events other agencies are putting on.

Suzanne noted that the date, time and location needed of potential events are needed to place the event on the calendar, but that a specific event description can be provided at a later time. Suzanne stated that Phoenix Spokes People was partnering with the Tempe Bicycle Action Group and the Phoenix Bicycle Club on a luminaria ride, with over 90 people already signed up.

Suzanne also explained that bike parking for many of the Valley Bike Month events were being provided by Valley Metro at no cost, and that Valley Metro has also provided a long-term loan of bike racks to El Mirage. Suzanne shared that the Valley Metro Safe Routes to School coordinator position is still vacant, and that Valley Metro is actively looking to fill the position. Suzanne explained that Valley Metro was also working with Salt River Project, the Phoenix Zoo, the Desert Botanical Garden, and GRID bikes on an employee “bikenic” (bike ride and picnic).

6. Wayfinding Presentation

Maureen DeCindis introduced the three wayfinding logo concepts that were previously presented to the Committee by Alta Planning + Design and Merje Design. Maureen noted that committee members have overwhelmingly expressed interest in Logo Option Two, Valley Path. Maureen noted that the MAG Executive Team had received the Committee’s feedback, and that the MAG Executive Team preferred Option One, Pulse Path.

Kelly Taft, the Communications Manager at MAG, thanked the Committee for allowing her to speak at the Committee Meeting on this topic. Kelly stated that, in her position at MAG, she has had the opportunity to sit on many selection panels and sessions on campaign themes and branding efforts. Kelly found it exciting to see serious thought and consideration given to the MAG wayfinding logo by the Committee, and noted that the logo selection was an important decision to capture the region’s character, assets, and potential. Kelly explained that a good logo must be enduring and recognizable, not only to those within the region but throughout the country, in order to attract tourism and economic development.

Kelly explained that this is a dynamic metropolitan region, a perfect blend of natural and cosmopolitan. The MAG Executive Team thought that Option One (Pulse Path) stood out above the other options. Kelly stated that the Pulse Path logo was a breath of fresh air, vital, and exhilarating, expressing energy, vitality, and life. The logo captured a dynamic region that is full of zest and healthy outdoor living. Kelly noted that the words Valley and Maricopa are used very often in other logos and campaigns in the region, and that Pulse Path would introduce a strong

identity to the region with a powerful and potent image. Kelly discussed the idea of companies like Banner Health sponsoring segments of the Pulse Path.

Kelly acknowledged that the MAG Executive Team got ahead of the MAG Bicycle and Pedestrian Committee, and was surprised at the results of the vote by the Committee, who selected Option Two (Valley Path). Kelly wished to hear feedback from Committee members about whether the vote was based primarily on the entire concepts, the logos specifically, the colors, or something else. Kelly asked if there was room or a need for additional discussion of whether the Pulse Path name could be kept with a different logo. Kelly noted that MAG will support the Committee's final decision completely, but that MAG wanted to have one more discussion with the group.

Susan Conklu noted that the City of Scottsdale's internal transportation staff, trails department, and parks and recreation department all felt that Options Two and Three had stronger connections to the region than Pulse Path did. Susan did note that the Pulse Path logo was a more contemporary look than the other logos. Susan explained that if the chosen logo is not well liked, it will not be used by the local agencies. Maureen DeCindis noted that many responders did not like how the mountains were portrayed in the Pulse Path logo. Maureen noted that the Committee had the option to mix and match the provided names and logos. Grant Anderson stated that Youngtown marketing and economic development staff were shown the logos and had thought the meaning of "Pulse Path" was unclear, as it does not relate directly to bikes or bikeways. Maureen and Karen Vitkay of Alta Planning + Design noted that Pulse Path was meant to convey energy, rhythm, and cadence. Stephen Chang heard similar comments from the City of Surprise staff as Grant did from the Town of Youngtown. Surprise staff felt that the name Pulse Path was too medical sounding, and that the logo looked too much like a heartbeat symbol. Stephen noted that on the Valley Path logo, the landscaping was too green for the region.

Brandon Forrey noted that the City of Peoria's feedback was similar to others, that the logo and name of Pulse Path were too medical and did not instantly relate to what was trying to be described. Brandon explained that Peoria's feedback was that the other two options were somewhat bland, but better than the Pulse Path logo. Peoria appreciated the differentness and energy of the Pulse Path effort, but the final logo did not hit the mark. Susan Conklu noted that Scottsdale liked Valley Path, and thought it fit in with region's character pretty well. One person at Scottsdale said that there is already enough pressure to work out, and that she did not want the path system's name pushing her further. Denise Lacey from Maricopa County noted concerns with the lack of regional connotation with a name like Pulse Path. Even in conjunction with a City or County logo, Pulse Path would still be missing the regional significance. Kristin Myers from the Town of Gilbert noted that looking at just the logo provided a different impression compared with looking at the logo shown on kiosks and signs. On any modified logo presented to the Committee, it would be best to show how the logo would fit in on actual hardscape. Kenneth Steel from Maricopa County Public Health noted that the idea of Pulse Path was good, and that he appreciated the energy and vibrancy. Joe Perez from the City of Phoenix noted that places like the Highline in New York City show that something does not need to have a direct regional association in the name; if a good brand is built, people will associate with it naturally. Tracy Stevens noted that the City of Avondale talked about all three logos, but that the conversation mostly centered around Valley Path. Tracy explained that the conversation in Avondale revolved primarily around the logos and colors, with not much attention given to the different names.

Kelly Taft added that the word ‘valley’ resonates well internally to the region, but if MAG is looking to speak to outsiders, the valley could refer to somewhere in California or Seattle, and not necessarily Phoenix. The MAG Executive Team believed that any chosen brand might become more identifiable over time, if not right away. Jason Crampton noted that City of Chandler staff expressed similar opinions to Surprise staff, and that putting the name Pulse Path with a different logo would likely not resonate well. Jason expressed that something gets lost when the name gets moved to a different logo. Maureen DeCindis asked the committee how MAG should proceed. 12 members wanted to keep the name Valley Path. Three members wished to develop a new name. Stacy Bridge-Denzak noted that conversations in the Town of Carefree were similar to what other municipalities said, and that she appreciated the MAG Executive Team’s thoughts. Stacy indicated that there may be a better name, but that Carefree preferred the logo of Valley Path.

Maureen asked the committee how they might like to see the logo for Valley Path modified to better reflect the region. Options included changing the mountains to more resemble Arizona’s mountains, such as Camelback Mountain, or to change the mountains to buttes, and changing the colors to be less green and more desert-looking, more representative of Arizona. Jim Hash noted that he preferred jagged mountains or buttes and less rounded mountains. Susan Conklu said that Camelback Mountain is easy to recognize. Denise Lacey said that Camelback Mountain speaks to the region. Denise stated that colors should be more desert themed, with darker reds, browns, purples, or oranges. Kristin Myers said that the wording should pop more. Susan noted that the logo name is easier to read with all caps. Denise replied that if the first letter was larger than the rest, the logo might be easier to read. Eileen Yazzie noted that the MAG study on clearview font found that title case is easier to read. It may be best to give the logo Clearview font or similar, but maybe not all caps. Brandon Forrey noted that current MUTCD guidance on street signs is leading to agencies replacing existing street signs with larger signs that include title case font.

Katherine Coles noted that the purple color is very hard to keep from fading in Arizona, and so is red. Kristin Myers noted that Sedona brick red may be a better color. Jim Hash recommended more orange colors. Katherine noted that the City of Phoenix steered from purples because purple is so hard to maintain. Brandon suggested changing the color based on the previous color study effort that MAG and Alta completed. Theresa Gunn noted that the earlier exercise indicated a preference for purple, but once purple was shown on the signs, it was less favored. Kristin noted that the colors take on a different look and feel when actually shown on signs.

Moving on to wayfinding placement and destination guidelines, Karen Vitkay from Alta Planning + Design reminded the Committee that there is a need for a consistent and coordinated approach to the system, not only for design, but also for the selection of destinations on the signs. Karen noted that there are a limitless number of potential destinations, but only three slots on a decision sign are generally available. Signs should be recognizable and intuitive to the user. The last time Alta was with the Committee, the Committee went through a mental mapping exercise. From memory, members were asked to draw significant features in the region, and how where they live is organized. Karen explained that in these exercises, natural features were prominently displayed, as were neighboring cities. At the city/town scale, there was finer grain of detail on the mental maps, such as City Hall, the town lake, light rail, and adjacent cities. Two types of pathways were shown: regional paths that connected the region together, and local pathways that connect to parks and other local destinations.

One of the main principles in wayfinding signage is progressive disclosure. Provide the information that is needed at a particular time. May be familiar or often use destinations that are on your side of the region, but may not need or be familiar with far away destinations. Proposing that member agencies use an organized prioritization of signage (see slide). Filling slots on the sign with specific destination types. See slides for details on what is in each level of organization. Used MAG landmarks database for level three. Regional paths would rely on level one to three destinations more, but local paths should rely on level two to four destinations more.

Robert Yabes noted that Tempe has developed its own wayfinding system, called BikeIT, to be adopted in January, and that he would like to take the MAG recommendations back to Tempe to get additional feedback. Grant Anderson noted that the description of destinations indicated that cities and communities are separate, but that large communities such as Laveen or Arrowhead or Ahwatukee should be in Level One along with cities. Denise Lacey added that unincorporated communities such as Sun City should be included as well. Brandon noted that the distance from which a destination should be signed might depend on the length of path segments. Kristin Myers asked if these distance recommendations are guidelines that can be modified at a regional level. Maureen DeCindis replied that this is correct. Jason Crampton noted that county parks and state parks should probably be Level Two, city parks should be Level Three, and local parks should be Level Four. Christine noted that it may be best to just sign the upcoming city. Brandon Forrey noted that cities will have to rely on neighboring cities to post that the next city is approaching.

Karen Vitkay explained that wayfinding challenges include path access, intersections, gaps, and connections. Generally, there are three basic sign types: decision signs, confirmation signs, and turn signs. Signs should be posted with distance and time according to a 10mph speed. MUTCD guidelines recommend that signs be oriented on the side of the path the user is traveling on, but SRP prefers not to have signage on the canal side of a canal path. Since MUTCD does not strictly prohibit signage on the opposite side of direction of travel, a modified approach should be acceptable on the canal system. What traffic engineers will be most concerned about is that some signs are oriented away from flow of bicycle traffic. Karen noted that signs should be offset from the travel edge at least 36". Karen showed typical situations for placing signage, and noted that combining decision and confirmation signs is a redundancy, but is recommended wayfinding practice. Sign locations should be adjusted to field conditions; Karen noted that the displayed diagrams are only general guidance. Susan Conklu noted that sometimes paths along the wash system are flooded, so signs to redirect users would be needed. Susan also noted that, with trailhead signage, it would be useful to ensure that restrooms are on the signs. Karen noted that generally, site-specific amenities would be on local park signs and not on wayfinding signs. Brandon Forrey mentioned a different scenario where one path splits into two paths. Karen recommended that an advance sign be placed to indicate where the two paths split. Maureen DeCindis explained that there is potential to use these graphics within the online bike map. Karen mentioned that another idea would be to use short video clips of how to navigate instead.

Moving on to the topic of the branded sign packages, Theresa Gunn noted that Merje had previously discussed three branded sign options with the Committee. Merje heard a good amount of feedback from the Committee about how to adjust the sign package recommendations using different elements from the three individual brand options, but that there was no clear direction from the Committee. Theresa noted that the consulting team wished to get better direction from the

Committee on how to proceed. Theresa displayed the comments that the consultant team had received from the Committee. Susan Conklu stated that the Committee's comments had been well captured. Susan asked whether adaptability could also apply to the materials used in the signage, for example, switching out materials based on risk of water or flooding. Maureen noted that the sign package could be adapted to specific communities.

The Committee feedback generally expressed that corrugated steel was a good material. When asked about gabions, the Committee's opinion was split. Some communities like using gabions, some do not like using gabions, and some have differing feelings internally to the community. Committee members indicated that gabions and other materials could be applied using a context-sensitive approach, and that it is better to provide a toolbox or kit of parts, like a Mr. Potato Head, to allow communities to mix and match to fit their needs. Susan Conklu noted that the Committee appreciated the efforts of the consulting team to bring all the different parts of the region together.

7. Committee Vice Chair Vacancy

Maureen DeCindis reminded Committee members that the Committee needed to fill the vacancy at the Vice Chair position. Maureen explained that the deadline for providing letters of interest to MAG was Tuesday, December 30, 2014, and that the MAG Regional Council Executive Committee would have the MAG Bicycle and Pedestrian Committee Vice Chair vacancy on their January 12, 2015 agenda.

8. BikeLife Cities Presentation

Russ Chandler from Catalyst Communications presented on BikeLife Cities. Russ explained that BikeLife Cities is a project designed to partner with cities locally to promote bicycling and resources and get local residents to get out using bike facilities and make biking part of their lifestyle. Russ noted that Catalyst started out in bicycling with print catalogs for retailers and suppliers, and has been in business for over 30 years. The founder of Catalyst was also one of the founders of the advocacy group Bikes Belong (now People for Bikes). Russ said that the company seeks to address how to move people from "interested but concerned" to "active and engaged". The first step to promoting is a good public information campaign. This idea inspired Catalyst to develop BikeLife, a city-based marketing program to provide content to the public. The publication partners with cities, and is distributed traditionally, but also through direct mail. Cities can target those residents adjacent to regional paths, for example.

Susan Conklu asked how to decide what the mailing area will be, and if there is a ratio of how many magazines to send to resorts compared to residences. Russ noted that resorts should have copies available, but that the publication is generally targeted toward local residents to help them learn about local facilities. Robert Yabes noted that the City of Tempe is committed to partnering with Catalyst in the spring, paying for the publication out of the marketing budget and including sections discussing the recently-completed Transportation Master Plan, recent bike facility improvements, and the concept of bike boulevards. Jim Hash stated that the City of Mesa will have a March 2015 publication focused on the CycloMesa event and other events and projects. Christine Fanchi explained that she saw Tucson's magazine and is really excited to see BikeLife come to the Phoenix area. Christine noticed a lot of content produced by the local bicycle coordinator, and asked how much content production was

generally expected from a local agency. Russ replied that Catalyst is not short on material, but anything published should be edited and approved by locals.

9. Request for Future Agenda Items

Members will have the opportunity to suggest future agenda topics. Tracy Stevens noted that Avondale was beginning a city-specific wayfinding program with Alta in December. Katherine Coles requested that Avondale present on the results of their program later in the year.

10. Next Meetings

All meetings will be on the third Tuesday of the month in the Ironwood Room at **1:00 p.m.**, except where otherwise noted.

Tuesday, January 13, 2015
Tuesday, February 24, 2015
Tuesday, March 17, 2015
Tuesday, April 21, 2015
Tuesday, May 26, 2015
Tuesday, June 16, 2015
Tuesday, July 21, 2015
Tuesday, August 18, 2015
Tuesday, September 15, 2015
Tuesday, October 20, 2015
Tuesday, November 17, 2015
Tuesday, December 15, 2015 (possibly noon)

There being no further business, Katherine Coles adjourned the meeting at 2:07 p.m.